

Sugar Confectionery in Romania

September 2022

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Sugar Confectionery in Romania - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Easing of restrictions has limited impact on demand since the difficult economic environment restricts purchases
Child-focused products perform better than adult-targeted products as parents continue to purchase to treat their children
High fragmentation leads to lots of movement in the competitive landscape

PROSPECTS AND OPPORTUNITIES

Private label share to increase thanks to shifts in the distribution landscape towards more modern retailing channels
Less product sophistication expected as children become the key target audience
On-the-go consumption to be vital for sales growth in mints and boiled sweets

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